

Business Week – Media Proforma

As part of the Scotland's Colleges Mean Business Pan-Scotland marketing campaign we are looking to run 'Business Week' which will take place from the Monday 22 to Friday 26 March 2010. Business Week is a series of events and activities designed to raise awareness of how the college sector presently supports more than 10,000 businesses across Scotland.

In order to maximise the publicity that can be achieved from this campaign we would ask all colleges who are taking part in a 'Business Week' activity to complete this proforma and return it to the address below so that a detailed media plan of all the activities taking place across Scotland can be produced. This media plan will then be shared with all colleges who are taking part in Business Week as well as key stakeholder organisations and the media. All the activities relating to Business Week will also be publicised on the www.scotlandscollegesmeanbusiness.com website.

Business Week is an excellent opportunity to take part in a national campaign that demonstrates the strength and depth of expertise that exists within the college sector and the work currently being undertaken to support the business community.

Name of College									
Name of the Business Week contact at your college									
E-mail Address									
Telephone Number (including ext.)									
Give a brief description of the activity your college is undertaking during Business Week:									
Which day(s) during Business Week are you running activities (please tick)									
Monday 22	<input type="checkbox"/>	Tuesday 23	<input type="checkbox"/>	Wednesday 24	<input type="checkbox"/>	Thursday 25	<input type="checkbox"/>	Friday 26	<input type="checkbox"/>
Where is the activity taking place?									
Is your college partnering with another college/organisation for an activity during business week, if so which one?									
Will you be able to supply a press release and photograph relating to the activity?									

What local publication(s) do you feel would be interested in your Business Week activity?	
What trade publication(s) or magazines, if any might be interested in your Business Week activity?	
Will your activity be part of The Big Business Breakfast?	